

INFORMATION AND COMMUNICATION SERVICES  
NIH - TASK ORDER

RFTOP# 6                      **TITLE:** Production of a Video News Release (VNR), b-roll, and Audio News Release (ANR) for upcoming clinical trials results

**PART I – REQUEST FOR TASK ORDER PROPOSALS**

**A.      CONTACT: Karen Gamble**

Phone: 301-496-4487                      Fax: 301-402-0178

Address:

Division of Research Acquisition, OLAO/OA  
6100 Executive Boulevard, Room 6E01, MSC 7540  
Bethesda, MD 20892-7540  
E-mail: kg41h@nih.gov

Accounts Payable Address: Accounts Payable, OFM, NIH  
Bldg. 31, Room B1B39  
Bethesda, MD 20892-2045

**B. PROPOSED PERIOD OF PERFORMANCE:** 180 days from date of award.

**C. PROPOSAL INSTRUCTIONS:** Proposals should be submitted by e-mail and not exceed 10 pages in length. Please enter in the subject line the following text, “RFTOP#6 – Proposal.” The sample tape should be forwarded to the contact point listed above. Proposals shall include a detailed cost breakdown, including labor, hourly rates, fringe benefit and indirect costs (include negotiated rate agreement or other documentation), other direct costs, and fee. A signed task order form will be requested from the successful offeror at a later date.

**D. RESPONSE DUE DATE:** Monday, July 16, 2001 at 4:00PM.

## E. TASK DESCRIPTION:

The purpose of this task is to produce a VNR, b-roll, and ANR for clinical trial results. This includes the following:

1. Develop a VNR script.
2. Produce and edit a VNR with accompanying b-roll.
3. Produce an ANR.
4. Videotape news conference announcing results and include footage in the final VNR for satellite feed. (The news conference date is to be determined.)
5. Notify national media of the VNR and ANR and provide necessary satellite feed information.
6. Monitor VNR and ANR usage.

### **Deliverables and due dates: (contingent on award date and date of news conference)**

1 week after award	Meet with NEI staff.
2 weeks after award	Develop production and promotion timeline.
8 weeks after award	Produce VNR with b-roll and ANR.
Day of news conference	Videotape news conference; edit VNR for satellite feed to include new conference; conduct satellite feed.
Day of news conference	Provide multiple copies of VNR to NEI.
2 weeks after news conference	Monitor VNR and ANR usage. Provide usage report and videotape of TV news clips.
10 <sup>th</sup> calendar day of the new month	Submit monthly progress and financial reports.
30 calendar days after the conference	Submit final report.

## F. EVALUATION FACTORS:

The technical portion of the proposal will receive paramount consideration in the award of this Task Order. The Government reserves the right to award this Task Order without discussion. Proposals will be evaluated in accordance with the following factors and relative weights.

### **1. Technical proposal (40 points)**

Contractors are to provide a written proposal demonstrating an understanding of the task order requirements through a comprehensive description of the proposed approach, and the scheduling and assignment of tasks to experienced personnel. The

technical proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

**2. Staffing and management (30 points)**

Proposals must demonstrate experience of key personnel in supporting the planning and implementation of activities such as those described in the scope of work. Contractors are to provide a staffing plan to demonstrate an understanding of the labor requirements of the task order and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the contractor shall summarize the relevant experience and skills of each of the individuals proposed for the task order. The summaries should highlight experience in media services (including press, public information and marketing services).

**3. Prior Experience (30 points)**

Contractors are to provide descriptions of no more than four projects demonstrating the contractor's ability to execute the proposed technical approach. Offerors are invited to submit a tape of both video and audio news releases previously produced by the firm. The quality of this submission may be considered in the source selection decision.

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**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_ TO # NICS-**

Contractor: \_\_\_\_\_

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: \_\_\_\_\_  
Signature Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: \_\_\_\_\_  
FAX # Signature - Project Officer Date

APPROVED: \_\_\_\_\_  
FAX # Signature - Contracting Officer Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: \_\_\_\_\_  
Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator Date